

Press Release

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Volvo Cars launches S60 app

Volvo Cars is launching an app for the iPhone and iPad containing plenty of inspiration and information about the new Volvo S60. For instance, the user can style a Volvo S60, watch videos, read news, find a Volvo dealer and order a test drive.

The S60 app (application software) along with an S80L version for the Chinese market is now being launched by Volvo Cars and additional apps will be presented this spring.

"Many customers use mobile phones and Internet tablets to search for information. Now we're simply ensuring that we are where our customers are, opening a window into the company," says David Holecek, responsible for Volvo Cars' digital strategy.

Among the functions included in the app, is a search tool that uses the mobile phone's built-in GPS function to locate and specify the route to the nearest Volvo dealer.

It is also possible to book a test drive, and a configurator allows the user to build his or her own S60. These new functions are linked to the local market site and offer access to the latest news from Volvo Cars.

"We've integrated a number of unique features, such as using the mobile phone's built-in gyro to look around inside the car. If you turn the phone, the image viewed moves too, creating the impression that you're actually sitting inside the car," explains David Holecek.

More to come

More apps will be rolled out for additional Volvo models in conjunction with the Geneva motor show, which gets under way in early March. The target group consists of both potential and existing customers.

"In some countries, we already offer iPhone and Android apps that control the car's heater for customers who subscribe to the Volvo On Call system, and we are also testing a digital instruction manual in the form of an app," reveals David Holecek.

An iPad app containing Volvo Cars' customer magazine, LIV, will also soon be launched. This app will provide access to some of the magazine's content along with a variety of bonus functions such as extra graphic image and film material.

All Volvo Cars' apps will be available for free downloading from the Apple App Store.

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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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